

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR LOOKING  
UP BUSINESS ADDRESSES AND DIRECTIONS BASED ON A VOICE DIAL-UP  
SESSION**

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**ABSTRACT**

10 A system, method and computer program product for determining an address of an entity based on a user location are disclosed. An utterance representative of an entity is initially received from a user. The entity associated with the utterance is then recognized using a speech recognition process. Next, a location of the user is determined. A query is performed to identify a plurality of locations associated with the entity. Based on the results of the query and the location of the user, it is ascertained which of the identified locations associated with the entity are in proximity to the location of the user.

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